



- Mike Lakusta, CEO/Founding Partner of EthniFacts, Panel Moderator
- · Chris Riboli, VP of Riboli Family Wines and the Stella Rosa brand
- · Angela McCrae, Founder of Uncorked & Cultured, Silver Oak Intern
- Dalia Ceja, Executive Marketing Director for Ceja Vineyards
- · Heidi Scheid, Executive VP for Scheid Family Wines

Our Panel





Chris Riboli
VP of Riboli Family Wines including Stella Rosa



Angela McCrae
Founder, Uncorked & Cultured
Silver Oak Winery Apprentice



Dalia CejaVP of Marketing
Ceja Family Vineyards



Heidi Scheid
Executive Vice-President
Scheid Family Wines

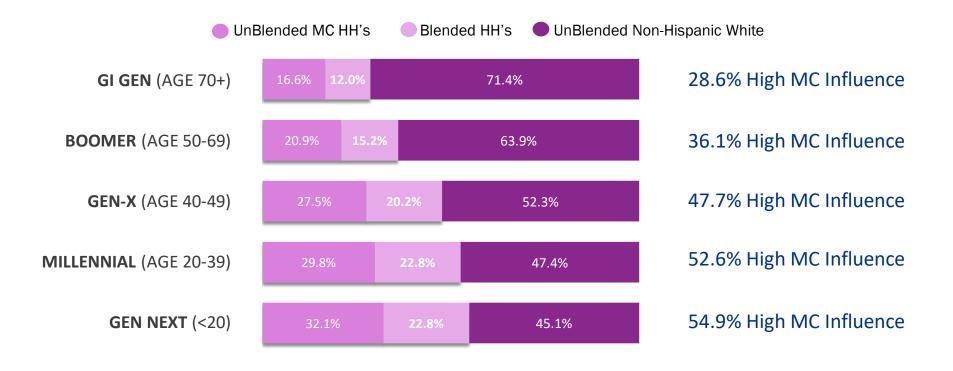




Mike Lakusta
CEO/Founding Partner
EthniFacts

The Power of Multicultural Influence: Blended + Multicultural Households by Generation

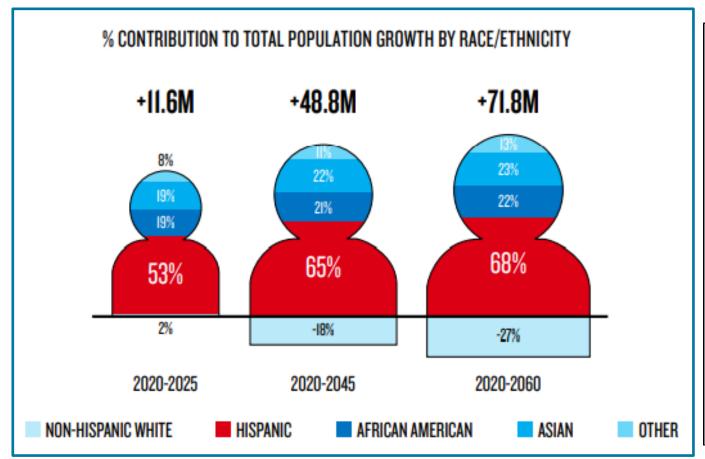


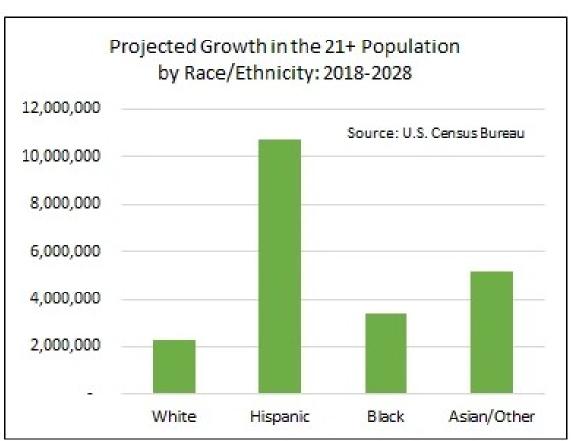


	< 50	50+	
% of Total US Population	66%	34%	Population in Blended Households + MC Households now accounts for the majority (53%) of the under 50 American population
UnBlended NHW Pop	47%	66%	
UnBlended MC + Blended Pop	53%	34%	

These Trends Will Continue to Accelerate







U.S. Census Projections

Findings WMC Multicultural Study: 10 Barriers & Suggested Actions

1) Low Energy

- **ENERGETIC IMAGERY:** Show people enjoying wine in energetic, relevant, real situations
- **PACKAGING:** Packaging and promotions that are more youthful, bright, vibrant, and that reflect diversity
- ON-PREMISE: Make wine more attention-getting on premise (ala Moet Champagne flairs). Bottle service for spirits in clubs is much more exciting and wine can be less stuffy

2) Too Formal

- SHOW RELEVANT SITUATIONS: Show wine in realistic situations, like people casually drinking wine
 on their deck/backyard with friends and family, at the beach, etc.
- AVOID WHITE TABLECLOTH: Show wine in more everyday situations, Media and promotions have made wine a snooty club with imagery that's not connected with how it's consumed

3) Socially Unfamiliar

- GO LOCAL & ETHNIC: Partner with local neighborhood venues, local personalities, small businesses, and music artists to bring wine to their communities in a culturally relevant way (ala craft beer, Brewjeria)
- PARTNER WITH CASUAL ESTABLISHMENTS: Partnering with casual establishments, such as taquerias will encourage people to see wine as not only for a special occasion
- **AUTHENTIC STORYTELLING & INFLUENCERS:** Promote ethnic and culturally authentic stories (American Dream stories) from Latino & African American owned wineries, grape growers and other wine brands to connect cultural communities to wine
- MUSIC, MUSIC: Collaborate with Hip Hop, Latin Alternative, Rap, and Latin Trap artists to promote wine
- **SPORTS STARS:** Athletes can be a pathway to familiarity. Collaborating with male athletes may help break the "female dominant" stereotype













Findings: Key Barriers & Suggested Actions (cont.)

4) Food Disconnect

- WINE PAIRINGS WITH CULTURAL DISHES: Wine should be associated with culturally relevant foods, and highlight important flavors, spices, and tastes (what goes with mole, tacos, fried chicken, greens, etc.). Show specific advertising with Hispanics and African Americans drinking wines with culturally relevant dishes in an everyday, straightforward way. POC CHEF/RESTAURANT PARTNERSHIPS: Create partnerships with African American / Hispanic chefs or restaurant owners (It's A Vibe Cookbook)
- WINE STAFF PARINGS EDUCATION: Educate wine store staff in ethnic areas to understand unique and relevant wine pairings. Celebrate culturally diverse foods & wine variety

5) Acquired Taste

- **SAMPLING OPPORTUNITIES:** Create more fun and convenient opportunities for sampling new wines, without having to buy a full bottle in store or at local events (grocery store samples and on premise flights, Xolovino, International Rosé Day, online themed tastings) Offer a variety of flavors/styles in sampler quantities.
- **PROMOTE MORE DIVERSITY IN WINE VARIETALS AND BLENDS:** Ensure entry level wines are promoted for introduction and that paths to experimentation to advance palates beyond entry level, low-priced wines are promoted
 - Seis Soles vineyard is tailoring wine to entry level Hispanic taste palates, making it sweeter, less bitter, fruitier and smoother, yet still more upscale
 - Rosés and sparkling in addition to kits and alternative packages can be used
- **APPROACHABLE SOMMELIERS:** Feature casual and approachable sommeliers of color that highlights entry-level wines that many will like

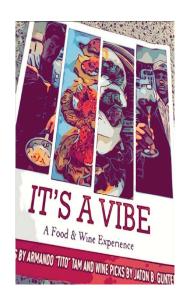
WINE PAIRING WITH Mexican Ingredients













Sommelier Tries 20 Red Wines Under \$15 | World of Wine | Bon Appétit

Findings: Key Barriers & Suggested Actions (cont.)

6) Too White

- INCREASE VISIBILITY OF DIVERSE BACKGROUNDS: Too often wine has a stuffy, exclusionary image in settings where POC don't see themselves. Concerted effort to increase visibility of people from different backgrounds drinking wine in a culturally relevant way, including imagery online, broadcast media, or TV
 - Efforts from producers, directors and production companies that could have an influence in showing wine in more diverse situations



- SHOW MEN DRINKING WINE: There need to be more aspirational examples of African American and Hispanic men drinking wine
- PROMOTE ASPIRATIONAL MALES: Identify known and admired/aspirational Hispanic and African American male wine drinkers/owners/chefs and feature them (Modelo vignettes)
- SPORTS AND MUSIC FIGURES: More male sports and music stars should be shown drinking/showing off wine

8) High Barriers to Entry

- LOWER COST OF TRIAL: Increase inexpensive and simple ways to encourage trial and experimentation (mix-and-match 187ml or 375ml, entry level subscription boxes)
- **SIMPLIFY DESCRIPTIONS OF WINE:** Use everyday language to describe flavors and pairings on labels, shelf talkers, digital tasting notes, QR codes, and in-store displays







Findings: Key Barriers & Suggested Actions (cont.)

9) Not Historically Marketed to African Americans & Hispanics

- **SUSTAINED INVESTMENT FOR VISIBILITY:** Spirits have typically targeted African Americans; and beer, tequila, and rum Hispanics. Wine is notably absent
- WORK WITH RELEVANT ORGANIZATIONS: Work with African American and Hispanic organizations to promote wine in these communities (Divine 9, Urban League, National Black MBA Association, Latino Alternative Music Conference, Latin Grammys)
- USE PERSONALITIES AND INFLUENCERS: Partner with celebrities they follow who are fun and love wine

10) More Diverse Workforce and Partnerships to Mirror the New Mainstream

 HIRING AND STRATEGIC PARTNERSHIPS: Long term strategic partnerships with influencers of color and hiring more people of color in the industry can deliver on culturally relevant content. Workforce & partners should mirror the new mainstream to authentically connect





Home (aaavintners.org)







Chris Riboli

VP of Riboli Family Wines Including Stella Rosa



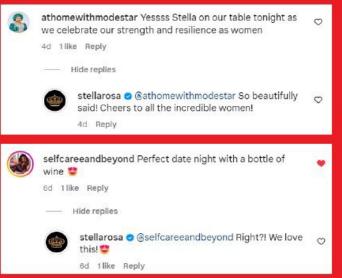
















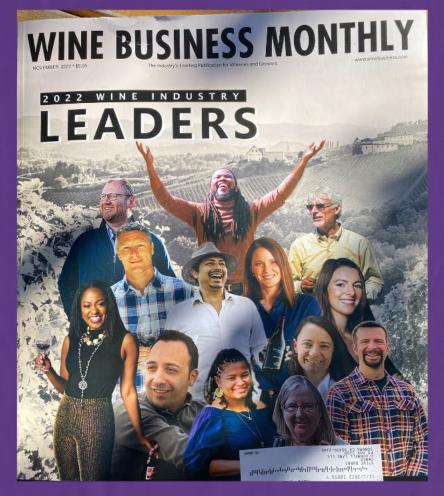




Angela McCrae

Founder, Uncorked & Cultured 2023-2024 Silver Oak Apprentice









20+ years in broadcast news, TV/Film, entertainment, and championing diversity.

Founder, Uncorked & Cultured

Executive Director, Association of African American Vintners

2023-2024 Silver Oak Apprentice



Updated 8:25 AM EDT, Tue June 20, 2023

There's a big market to be unearthed if companies meet the real needs of Black consumers.

McKinsey
& Company

Juneteenth CELEBRATE DEDUCATE ACTIVATE Only 1% of US wineries are Black-owned. These entrepreneurs want to change that

"What we're trying to do is change what leadership looks like and bring more people into the wine industry. So many people have thought that [this] has not been for them."

Alicia Towns Franken (Wine Unify)

Why Is the Wine Industry Ignoring Black Americans' \$1.2 Trillion Buying Power?

VINEPAIR

The wine industry is overwhelmingly white. Now, the push for inclusivity is gaining momentum.

The wine industry is overwhelmingly white. Now, the push for inclusivity is gaining momentum.

"The amount of money and wealth that's generated in the wine and spirits industry is never talked about," said Burston. "Those stories have to get out there for Black people to say this is a real career."

Donae Burston (La Fête Wine Co.)



WINE & WELLNESS CULTURE & ADVENTURE

www.uncorkeandcultured.com



The Natural Wine Divide



Travel From Your Couch Through These Latin American Wines



Oeno Camp Supports BIPOC Wine Entrepreneurs



Fermenting a Better Future with Natural Wine



Meet Collective Napa Valley: A Full-Bodied Force for Good



Channing Frye and Chosen Family Wines Add to the Team

Founded in 2020, Uncorked & Cultured is a digital publication connecting Black & Brown audiences to wine culture.

The first Black-owned wine-focused publication in the U.S.

- 20K+ GLOBAL DIGITAL COMMUNITY
- 100% DIVERSE WINE WRITERS
- BIPOC WINE EVENTS & TRAVEL
- MULTICULTURAL MARKETING & MEDIA TRAINING
- CONSUMER MARKETING SOLUTIONS
- DEI TRADE RESOURCE
- DEI RESEARCH AMPLIFICATION



2023 STATE OF BLACK WINE BUSINESS...

THE MOVEMENT CONTINUES













Dalia CejaVP of Marketing
Ceja Family Vineyards







CEJA

In one generation, our family has gone from Mexican immigrant vineyard workers picking grapes, to grape growers and eventually winery owners.

The next generation represents the future of the wine industry and together we're focused on continuing the legacy of crafting world-class wines to enjoy with family, friends and great food while highlighting authentic Mexican cuisine.

This is our definition of the American dream. ¡Un sueño Americano hecho realidad!





Comida Mexicana con Ceja Vinos? Si, por favor!

- It's no secret we love to cook and share our passions of pairing authentic Mexican cuisine with our style of food friendly and balanced wines.
- Visit our website, YouTube channel + other social platforms to browse 95+ Ceja recipes and wine pairings.
- Favorite pairings: Molé Poblano paired with Ceja Cabernet Sauvignon, Pozole paired with Ceja Pinot Noir & Almond infused Flan paired with Ceja Late Harvest Dessert wine.

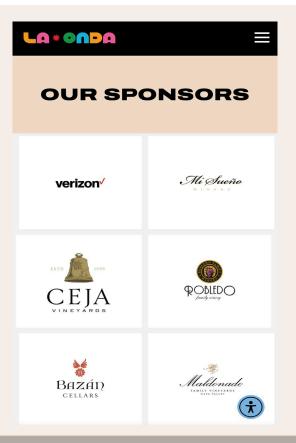
Sponsorships and Loyalty Programs

- Official wine sponsor at La
 Onda Festival largest Latin
 music festival and cultural extravaganza
 in northern CA.
- Brand estimated to reach 85k+ attendees
- Casa Ceja Wine Club 24 years strong
- Brand loyalty on a global scale
- Members get exclusive access to our finest bottlings, hand-selected wines delivered right to your doorstep and invitations to members-only VIP events + experiences.









Spanish Language as a Marketing Tool

- ¡Bienvenidos a Casa Ceja!
- Nuestra casa es su casa
- Outside of using language to communicate, we have the advantage and opportunity to connect with consumers using their preferred first language, in this case Spanish, which helps us adapt our marketing strategy to fit their needs.
- Empathy and understanding goes a long way when working towards developing a marketing relationship with new consumers, fans or longtime wine club members.





Heidi Scheid

Executive Vice-President Scheid Family Wines



GOING AFTER THE MILLENNIAL AND GEN Z CONSUMER



WHEEL OF WELLNESS

Health & Wellness is the largest consumer industry in the world. Products across all categories shifting to fit into the "health space".

MINDBODY.



2019: THE YEAR OF HARD SELTZER





- Low/No-Alc Trend Expected to Grow Aggressively in the US
- Brands, It's Time to Wise Up to Women
- Evolving Consumer Preferences are Driving Changes in the Alcohol Space
- Health & Wellness Consumer Macrotrend Expands
- Why Brands Should Tap into Health & Wellness Trend
- Many Consumers Balance Drinking Habits with Healthier, Active Lifestyles

Where does wine fit into the 'healthy lifestyle' conversation?

Meet Sunny

PRIMARY ATTRIBUTES

- ✓ Zero Sugar
- √ 9% ABV
- √ 85 Calories per Serving

SECONDARY ATTRIBUTES

- ✓ Certified Sustainable
- ✓ Vegan
- ✓ Gluten Free
- ✓ Produced & Bottled with Renewable Wind Energy

LIFESTYLE ATTRIBUTES

- ✓ Positivity
- ✓ Moderation
- ✓ Healthy & Balanced Lifestyle
- ✓ Mindful Consumption



positivity into your glass

85 calories per 5 oz. serving

ZERO sugar

9% alcohol

The Package







2019

For Those Who Revel in a Full Glass and a Healthy Pour

POSITIVELY

SAUVIGNON BLANC

Our wines are fresh, delicious and have zero residual sugar. Moderation has never tasted so good.

AVERAGE ANALYSIS PER 5 FL OZ: CALORIES 85, CARBOHYDRATES 3.3g, PROTEIN .4g, FAT Og

PRODUCED & BOTTLED BY SUNNY WINE CO., GREENFIELD, CA

750ML • ALC. 9% BY VOL • CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SUR-GEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEV-ERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OP-ERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



2023

For Those Who Revel in a Full Glass and a Balanced Pour

POSITIVELY

SAUVIGNON BLANC

ZERO SUGAR • VEGAN-FRIENDLY • GLUTEN FREE

AVERAGE ANALYSIS PER 5 FL 0Z: CALORIES 85, CARBOHYDRATES 3.3g, PROTEIN <1g, FAT Og

SUNNY WITH A CHANCE OF FLOWERS PRODUCED & BOTTLED BY SUNNY WINE CO., GREENFIELD, CA • CALIFORNIA

750ML • ALC. 9% BY VOL • CONTAINS SULFITES





Appealing to the Younger Consumer

Meaningful Engagement





Non-Traditional Enjoyment











MADE WITH ORGANIC GRAPES

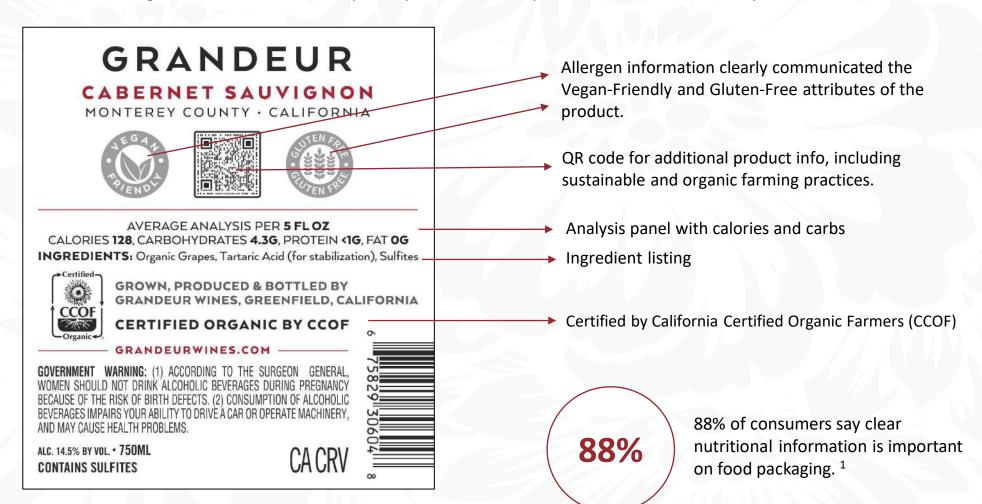
Embracing a brand positioning that promotes transparency and environmental sustainability.



TRANSPARENT LABELING

A NEW STANDARD

Demonstrating our commitment to transparency, the back label provides information to today's curious consumer.



¹ Mintel US What The 2022 Consumer Trends Mean For Food And Drink; Mintel US Foodservice Alcohol Trends 2021.

THANK YOU



https://winemarketcouncil.com/

JOIN US!

We are a non-profit dedicated to providing forward-looking market research on U.S. wine consumer buying habits, attitudes and trends.

